

INTERZUM GUANGZHOU

# Three Intelligent Fairs

Opened in 2003, the Chinese Export Commodities Fair (Pazhou) Complex is one of the most up-to-date trade fair facility in Asia.



**W**er Companies intending to exhibit at interzum guangzhou 2008 – to be held again at Guangdong, the main geographic centre of South China's furniture industry – should get out the diary for 2008 now. Space at interzum Guangzhou 2006 was sold out; and since November 2006 all space has been reserved for fourth fair interzum Guangzhou 2007 in March.

The fair runs from 27-30 March again parallel with the CIFF Office Furniture Exhibition and CIFF Hometextile China. In only four years, interzum guangzhou has developed into the leading trade fair for furniture and furniture industry suppliers in the fast-growing Chinese market.

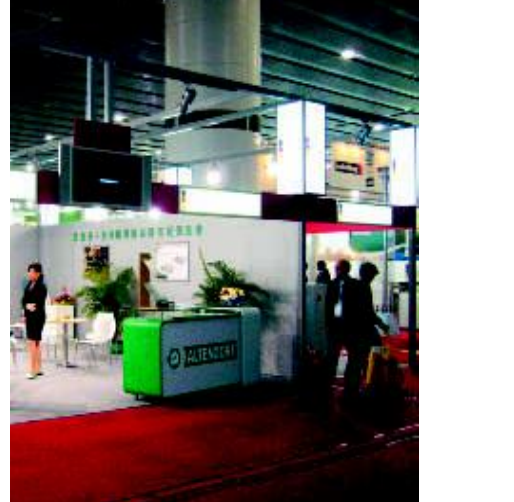
Once again, these three co-located and well-timed trade fairs provide the visitor with a compact overview of the entire range of furniture, components and production machinery to be found in the region – and gives exhibitors the ideal platform from which to position their businesses in the Chinese market.

The combination of these three trade fairs and their location has proved a resounding success. Some 30,000 visitors were registered on the first day of the 2006 event. They were there to look at the products and services on offer from

548 exhibitors from 20 countries. Over the course of the fair, more than 56,500 visitors were registered. It is expected that the figures this year will exceed those of last.

The importance of interzum guangzhou in the Chinese furniture market is underlined by the presence of institutes and trade associations. These include support from the Federal German Ministry of Economics and Technology, the Association of German Trade Fairs (AUMA), and the Association of German and Plastics Woodworking Industries (HDH).

Most companies that exhibited in 2006 have already reserved increased space for 2007. German exhibitors include Vauth-Sagel, Jowat and Doellken; from the USA



there will be Weyerhaeuser Hardwoods/Northwest Hardwoods, Leggett & Platt. It goes without saying that numerous Chinese and Italian companies will be represented, such as Ivars and Gomma Gomma.

Hall 1B of the Pazhou Complex in Guangzhou will be home to national pavilions representing Germany, Italy and the USA; here, companies from the respective nations will set out their wares under the national umbrella.

As in 2006, companies representing the woodworking industries at the 2007 event will be found in Hall 1A. This combination with direct access to Hall 1B creates additional synergies for visitors and exhibitors alike. China, here we come!

**interzum guangzhou 2007, 27-30 March 2007, Chinese Export Commodities Fair (Pazhou) Complex, [www.interzum-guangzhou.com](http://www.interzum-guangzhou.com)**

## INTERZUM MOSCOW



Once again, in 2008 interzum moscow / Interkomplekt will take place in parallel with Russia's most important spring fair EEM – Euroexpo-furniture, now established as Russia's biggest trade fair. Many companies use this fair to take advantage of the opportunity to develop new contacts and increase their sales in the growing Russian market.

Last year saw the third event of this kind, where there were almost 300 exhibitors occupying 11,150 square metres. More than 55,600 trade visitors attended

# Next interzum moscow / Interkomplekt in May 2008

the EEM + interzum moscow / Interkomplekt twin fairs; this represented a doubling of the space and 20 per cent more high quality Russian trade visitors.

However, this year will see a change in the exhibition cycle; interzum in Moscow will skip a year in favour of interzum in Cologne. In future, interzum moscow / Interkomplekt will be held on a two-yearly cycle, alternating with interzum in Cologne.

The Cologne Fair's project manager overseas Marc Zöllig said: "This year we are inviting representatives of the Russian market to interzum in Cologne; this

will provide exhibitors at this year's interzum with high-level Russian contacts. In 2008 we will repeat our successful local fair in Moscow in cooperation with our Russian partner MVK JSC."

This two-year cycle is in-line with current exhibitor preference for a strategically planned and well-sequenced exhibition cycle providing best value for money. Based on present demand, the fourth interzum moscow / Interkomplekt will have double the space for internatio-

nal exhibitors in 2008. It is expected that the successful national joint venture pavilions of previous years set up by Germany and Italy, will be joined by others.

In addition, by 2008 there will be further enhancements to the Moscow infrastructure, with a new underground railway station – Crocus Expo – due to open. This will make access to the fair much more convenient. Similarly, a new MKAD exit to the Crocus Expo Fair is under construction.

interzum moscow / Interkomplekt takes place in parallel with Russia's leading furniture fair EEM; the next EEM takes place in 2008 at the Crocus Expo Exhibition Center Moscow.



interzum moscow / Interkomplekt, 20-24 May 2008, Crocus Expo Exhibition Centre Moscow, [www.interzum-moscow.de](http://www.interzum-moscow.de).  
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